

A Plea for Unity

HERE is a move afoot to make mid-Market a proper name. People are carving out a section of our neighborhood and renaming it Mid-Market. Subtle, that capital letter, but powerful — and divisive. When it's lower case mid-Market, it's generic. Cap the M on mid and it becomes a brand.

Down here in the central city, where the trenches run especially deep, we are the Tenderloin on the north side of Market Street.

And South of the Slot we're SoMa, west SoMa, Sixth Street Corridor or Skid Row. We are what we are, but we're not Mid-Market, with our identity being handed to us by some realtor.

They try to divide us, slice us up to fit someone else's notion of where we live and work.

Mid-Market is another of those faux real estate labels, like NoPa, north of the Panhandle, in which a neighborhood is manufactured to give real estate agents a new, hot area to sell. Tenderloin is scary; Mid-Market is marketable.

Where is mid-Market anyhow? Does it begin at Fifth Street or Sixth? Does it go to Seventh, or Eighth — as The Extra studied in our mid-Market series — or to 10th, where the mayor's Central Market Cultural District Loan Fund reaches.

And how far on either side of Market Street does "mid-Market" run? Maybe to Mission Street on the south. Maybe not.

How about north of Market? The mayor's HUD loan initiative takes in several blocks of the Tenderloin, but could push fairly deep into the hood.

So now are we supposed to give up the name Tenderloin and all that it stands for and settle for mediocre Mid-Market, a term useful for casual reference but not worth ceding a single block of our storied turf to.

Historically, everything north of Market is the Tenderloin, and everything in the opposite direction is South of Market, or, to be hyper-local, west SoMa. But no cap W please. Don't slice us up with your words.

Together we form the central city, proud to be among the historical neighborhoods of San Francisco and an important part of District 6.

You can refer inconclusively to a few of our blocks as mid-Market, but save your upper-case, upper-class sales pitch for your wine and cheese parties. ■

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Financial District, Chinatown, North Beach and the waterfront north of Market Street — was definitely "upward," he says. From there he moved on to commander and deputy chief of the Field Operations Bureau, captain of Mission Station and, this year, commander of the city's Traffic Company, with 100 officers under him.

David Shinn, who replaced Tacchini, calls his time in the TL "a fantastic experience . . . the best of my times on the force, mainly because of my connection to the officers and the community."

After 18 months, Shinn was named commander of SFPD's Field Operations Bureau for patrol; then he became deputy chief of the whole bureau, deputy chief of department investigations and, in 2009, deputy chief at the airport, with 331 personnel under him. "We have 7,100 acres," Shinn said "and I'm responsible for law enforcement for all of it."

Kathryn Brown wore the Tenderloin mantle after Shinn, staying more than 2½ years, until November 2006. It wasn't a random assignment. Given her choice of stations to command, she chose TL, where she had spent three years on the Tenderloin Task Force in the early 1990s. It was in the TL, she told a community meeting a month into her captaincy, "that I started to listen to people on the street."

Brown had had 22 years in the department with previous assignments in the Mission, Northern, Bayview and Richmond stations and a job as Administration Bureau commander. From the Tenderloin, Brown was bumped up again to commander, this time of airport investigations. She now is an Operations Bureau night captain.

Jimenez followed Brown. Ubiquitous in the community and affable with neighbors, he seemed to relish his time in the Tenderloin, a place, he said, "that requires some very dedicated officers to address its many social and criminal problems." ■

Of his November transfer to night supervising captain of Field Operations, he says, "Many would not look on it as a reward, but I am having fun being a cop on the beat again — the night watch is very fast-paced and exciting, a perfect assignment."

Jimenez, on the force for 40 years, says he will retire next year.

Dominic Celaya, Jimenez's successor, took over here after being lieutenant in charge of the general work detail at the Hall of Justice. He became the TL's shortest-tenured captain, here just seven months before his major reassignment to commander of the Tactical Division, which includes the SWAT, bomb, mounted, canine and other units.

Celaya turned over the reins to Garrity in June.

Garrity, 52, joined the force in 1992 as a patrolman at Central Station, which took in the TL, and was a section head here from '98 to '04, when he was promoted to lieutenant. Shorter stints at Northern Station and with the Tactical Squad, public transit and Homeland Security followed. He returned to the Tenderloin as the officer in charge of the Market Street foot beat unit in 2008. With his promotion, he takes over a company of 105 men and women.

"I feel comfortable in the new job," Garrity told The Extra. "I've been here long enough to know the neighborhood's saints and the sinners — I know the people and will build on that."

And he wants a return to what he calls "policing basics — I want the same officers on the same beats all the time so they'll get to know residents and business owners and the activities there, so they'll take pride in their work." Do that, he says, "and all else will fall into place."

Garrity's promotion delighted Manheimer: "It's one of the most remarkable, enjoyable things I've heard in a long time. He's part of the Tenderloin's heart and soul, the original community police officer, the real deal." ■



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CENTRAL CITY EXTRA is published monthly by San Francisco Study Center Inc., a private nonprofit serving the community since 1972. The Extra was initiated through grants from the S.F. Hotel Tax Fund and the Richard and Rhoda Goldman Fund. The contents are copyrighted by the San Francisco Study Center, 1095 Market Street, Suite 601, San Francisco, CA 94103.

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Central City Extra is a member of the SAN FRANCISCO NEIGHBORHOOD NEWSPAPER ASSOCIATION, SOCIETY OF PROFESSIONAL JOURNALISTS, NORTHERN CALIFORNIA CHAPTER, AND SAN FRANCISCO PENINSULA PRESS CLUB

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